

Continued Prosperity for 1913--50,000 Population for 1920

Ogden is a growing city, is proud of many industries, and offers large inducements to the Homeseeker and Investor—Boost for Ogden, it means permanent prosperity.

JAMES AUTOMOBILE COMPANY LOCAL AGENTS FOR THE FORD

Be sure to use "Opharo" FLAVORING Extracts

They give BEST results.

Mfg. by

OGDEN
PHARMACAL
CO.

Ogden, Utah

The Housewife's
Friend

Riverdale High- Patent Flour

Sold by all leading dealers

OGDEN MILLING
& ELEVATOR CO.

Ogden, Utah.

BUY THE CEMENT THAT IS BEST BY TEST



Trade Mark

Made by the

Ogden Portland
Cement Co.

Ogden, Utah.



The
Ogden
Health
Drink.

"Better
by test
than all
the rest."

Order
from
your
Ogden
Dealer.

Becker
Brewing &
Malting Co.

IT'S HERE

BY FROST—NOR FIRE—NOR EVEN TIME ARE WELL BURNED CLAYS DESTROYED

When you plan that new home or business block, bear in mind that the only part of the Sanitarium that was left after the fire was the brick walls.

Remember, Mr. Booster, that for every extra 100,000 brick that are manufactured in Ogden you add one more family to our population.

Also that the only home industry in the building material line in Ogden is the

Leek Brick Company

When you think
of flour, think of—

CRESCENT FLOUR

The cream of the
finest wheat
grown in Utah and
Idaho.

At all Grocers.

UTAH-NA CHOCOLATES

Will Win
the Girl

Take a box along
tonight.

Shupe-Williams
Candy Co.

Ogden, Utah

WONDERFUL GROWTH OF THE FORD FACTORY — FACTS AND FIGURES CONCERNING ESTABLISHMENT'S BUSINESS INCREASE — ORGANIZATION IS 10 YEARS OLD — LOCAL AGENCY UNDER MANAGEMENT OF MR. HENRY JAMES



Photo showing 12,000 (or two-thirds) of the employees, in the Ford Motor Company's factory, Detroit, Mich. This is by far the most expensive photograph ever taken. It was necessary to shut down the factory nearly two hours in order to get it.

The wonderful story of the growth of the Ford Motor Co., and the methods by which that young commercial giant attained its business greatness was told at a joint dinner of the Ad craft club.

In a graphic recital of the development of the company, illustrated largely by the most poignant aids to argument, figures and facts, Mr. Hawkins held his hearers spellbound by a mere exposition of a business miracle. He said in part:

"Last month we did a business of \$9,000,000, more than twice the total business of the Grand Trunk railway. Incidentally we sent out a check for a little less than \$2,000,000 for tires alone."

A Wonderful Growth.
"Organized in June, 1903, just ten years old, the Ford business has grown from annual sales of less than \$200,000 to annual sales of more than one hundred million dollars, and from an annual output of only a few hundred cars to an annual output of 200,000 cars."

"Ford profits are equivalent to maximum industrial earnings on a capitalization of \$200,000,000—and on this basis could probably, before its twentieth anniversary, return the equivalent of this amount to its shareholders."

"The Ford company has all the elements of a successful enterprise: 1, it manufactures a useful article; 2, it is amply financed entirely within itself to successfully carry on its operations; 3, its business policy is clear and well defined; 4, its management is capable, tactful and honest; 5, its factory is well designed, fully equipped and suitably located; 6, its product is perfect in design and quality; 7, its selling force is efficient—the largest of its kind in the world and backed by plain, honest advertising, with complete service to owners; the Ford is an organization of all young men."

Employs 18,000 Men.
"Not an executive head has been added to a single department of the business in more than six years, during which period the output of cars and annual sales have nearly doubled each year."

"All this great business has been built up from an original cash capital of only \$28,000 and without ever borrowing a dollar or issuing any paper."

"We use banks only as depositories to look up money and earn interest, and this season in planning a production of 200,000 cars we never consulted with a banker."

"We are at present employing in our factories and at our branch houses 18,061 men, and all day workers, not a pieceworker in the plants, and disbursing monthly about \$700,000 for payrolls."

"We recently figured out that the total number of men employed in various plants throughout the country making Ford parts would populate an entire city like Atlanta, Ga., or Columbus, Ohio."

"Our factory, which now practically covers 65 acres, is about as complete and up to the minute as modern architecture and latest machinery and labor-saving appliances can make it."

"As an illustration we have a multiple drill that makes 45 holes in one operation in the motor casting and does 1000 castings a day. A plant building only 10,000 or even 20,000 cars in a year would have only about ten or twenty days' work during the season for such a machine."

"We have two special piston machines that take the place of 18 men and 18 old type machines doing all the necessary operations on eight pistons every one and one-half minutes."

"There isn't a vise in the Ford factory, no chance to do any bench work to straighten out the defects in any imperfect parts; they must fit or go to the scrap heap."

Some Startling Figures.
"Our total net assets are close to \$25,000,000."

"To give a better idea of the economy in producing in a factory like our Ford, listen to some of these figures and items:

"The 24th day of last June the following schedule of manufacturing our

1913 output was decided upon, our fiscal year commencing October 1, 1912, and closing September 30, 1913.

"To handle this production we require 1,000,000 lamps, 800,000 wheels, 300,000 tires, 90,000 tons of steel, the hides from a herd of 400,000 cattle to furnish the leather for upholstering the bodies, the hair or bristles from 6,000,000 hogs to stuff into the upholstery, 12,000,000 hickory billets for wheel spokes, nearly 2,000,000 square feet of glass for the windshields, 75,000 pounds of soft soap, 15,000 tons of molding and to make our castings, 2,000,000 cubic feet of gas per day for heat treating, etc."

"January 13 last we built and shipped 1336 finished model Ts—a business for one day amounting to nearly \$7,000,000—requiring more than 200 freight cars to handle the shipments, or five full train loads of more than forty cars to the train."

"On the basis of the mileage from Detroit to New York City—if we had delivered this day's output to our New York branch by driving the cars overland, we would have had a procession of model Ts—just half a mile apart—and when the first car was coming into New York the last one would be leaving the factory."

"During the month of January we built and shipped 17,691 finished cars—a net volume in dollars and cents of nearly nine millions—more cars than we built and shipped during the first five months of last season."

"By the end of February—the close of our first five months for 1913—we will have shipped more than 56,000 cars as against 17,555 for the same period a year ago."

"In spite of our increased facilities for producing, our daily orders are in excess of our daily output, as evidenced by the fact that in spite of all the great shipments we have made we still have on file for immediate attention 38,326 orders or a sufficient quantity to take us through to the 10th of April at the rate of 1000 cars a day."

"Our traffic manager recently advised that we would require 35,000 freight cars to move our 1913 output."

Mail Orders Filled

A complete mail order department is maintained at this store. A number of clerks give their entire time to shopping for those who send their orders here by mail.

The girl who fills your mail order will do so as carefully as though she were shopping for herself. Catalogues are sent out every spring and fall. If you live outside of Ogden, let us put your name on the list.

W. H. Wright &
Sons Company

Steam Heat, Electric Lights, Baths Hot and Cold Water in all rooms. Reduced rates by week or month. Rooms 75c, \$1.00, \$1.50. The only fireproof hotel in the city.

"FIREPROOF SPELLS SAFETY"

THE NEW BRIGHAM

THEO. GORIE, Proprietor.

Wall Avenue and 24th Street
One block from Union Depot

Gold Leaf Brand Lard Is a Utah Made Product

Each can is inspected by a government official the only lard put up under government inspection in the state. Demand it from your dealer.

OGDEN PACKING &
PROVISION CO.
Ogden Salt Lake
San Francisco

Cement That Stands
the Test—

Red Devil

The Rock Cement
Sold by every dealer
in Ogden

Union Portland
Cement Company
Gen. Office: Ogden, Ut.

THE ECONOMY OF BRICK

No man builds without counting the cost. Beauty he may wish, but COST comes first with all, excepting a few multi-millionaires who use brick anyhow.

The popular impression that wood makes the cheapest house is an error.

The first cost does not effect certain principals that must be considered. These in brief are: A wooden house cannot be prevented from rapid deterioration with best care. A wooden house must also be constantly be repaired and repainted at great cost.

A lot of this expense for upkeep is eliminated in a brick house.

Figure it out—there's a difference—a difference that means dollars and cents to you.

Ogden Pressed Brick Co.
Offices: 2411 Washington Ave.

IDLE MONEY

is that which you carry in your pocketbook or keep at home. It earns nothing and a thousand whims and petty extravagances lie in wait. You should put your money to work; it has earning power that is too valuable to lose by laying the money away or carrying it with you. We suggest that you open a Savings Account at our Bank. You will thank us later for the suggestion.

OGDEN SAVINGS BANK

OFFICERS:
M. S. Browning, Pres.
L. R. Eccles, Vice Pres.
John Watson, Vice Pres.
Chas. Barton, Cashier.

For Your Summer Outing

OGDEN CANYON—

Hermitage Hotel

Utah's Greatest

Summer Resort

Patronized from all over
the states—Reached by

OGDEN RAPID TRANSIT
CARS.

TRY A TROUT or CHICKEN DINNER

AT THE HERMITAGE Ogden Canyon

Wm. Dunkerley, Manager of Cafe.